

Department: U.S. Census Bureau
Agency: Bureau of the Census
Job Announcement Number: BORCC-A-09-09A

Overview

Ethnic Media Partnership Specialist - Boston

Salary Range: 39857 to 91913 USD Per Year

Open Period: 11/20/2008 to 12/15/2008

Series & Grade: GG-0301-7/12

Position Information: This position is covered by the Mixed Tour employment program.
This is a Schedule A time-limited appointment not to exceed September 25, 2010. This may be extended if agency needs arise.

Duty Location: Few vacancies - Boston Metro area, MA

Who May Be Considered:

This is job bulletin BORCC-A-09-09A

This bulletin was amended to modify job duties and evaluation criteria.

Applications will be accepted from current Census agency employees.

Census Bureau employees with less than 1 year of service, such as LCO employees, should apply to the external bulletin.

This Bulletin will remain open for a minimum of 10 days, or until sufficient applications are received.

Job Summary:

The Media Specialist is responsible for the media relations activities within the assigned regional office over the course of the 2010 Census from building media partnerships to assisting in motivating cooperation for enumerator visits during the Non-Response Follow-Up (NRFU) operation. The Media Specialist plays a key role in providing counsel to regional office management on public and media reaction to census policies, programs and activities and to ensure a continuous information flow between the media and the Census Bureau in order to generate positive news coverage. Overall, the Media Specialist will establish partnerships with local affiliates of national media organizations placing a high emphasis on building and solidifying partnerships with news media to promote and support 2010 Census efforts. This includes:

- Implementing regional ethnic media strategies in concert with the national media strategy.
- Placing stories that raise public awareness of the importance of the census and generates positive news coverage of the 2010 Census within the assigned regional office area. In doing this, the incumbent establishes and maintains effective working relationships with representatives of local, regional and ethnic media.
- Coordinating and conducting media interviews and press conferences.
- Producing customized regional and state-specific media products and holding briefings for local, regional and ethnic media outlets (especially minority media.)

Payment of relocation expenses IS NOT authorized.

Key Requirements:

- Knowledge and demonstrated experience working with minority and linguistic ethnic media.
- A car and valid driver's license is required.

Duties**Major Duties:**

The Media Specialist is responsible for the media relations activities within the assigned regional office over the course of the 2010 Census from building media partnerships to assisting in motivating cooperation for enumerator visits during the Non-Response Follow-Up (NRFU) operation. The Media Specialist plays a key role in providing counsel to regional office management on public and media reaction to census policies, programs and activities and to ensure a continuous information flow between the media and the Census Bureau in order to generate positive news coverage. Overall, the Media Specialist will establish partnerships with local affiliates of national media organizations placing a high emphasis on building and solidifying partnerships with news media to promote and support 2010 Census efforts. This includes:

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- Coordinating and conducting media interviews and press conferences.
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Qualifications and Evaluation**Qualifications:**

Submit a complete application and the three Evaluation Criteria Statements included with this Bulletin. You must have at least the minimum experience level for each criterion to qualify for this position. And you must have experience in every aspect of the level you choose.

GG-0301-07 (\$39,857 - \$51,809)

GG-0301-09 (\$48,753 - \$63,384)

GG-0301-11 (\$58,986 - \$76,683)

GG-0301-12 (\$70,699 - \$91,913)

You may qualify for a position based on your education, experience or a combination of both.

Applicants are responsible for insuring that the application submitted clearly indicates that they meet the qualifications listed below. To be eligible for this position, you must have the specialized experience or education indicated below or a combination of both:

GG-0301-07: You must have one year of specialized experience equivalent to the grade 05 level in the Federal service. Specialized experience is work experience explaining non-technical information or providing on-the-job training on regulations, policies, or procedures to others or at briefings, meetings, conferences, or hearings OR work experience in providing instructions or coaching others in athletic, leisure, or community activities, helping customers, clients, or members of the public who were hostile or upset, handling customer complaints or providing instructions to customers or the public either in writing or by telephone.

EDUCATION: Bachelor's degree in any area with Superior Academic Achievement OR one full year of graduate education directly related to the position that provided the applicant with the knowledge of speech communication; broadcast journalism; print journalism; creative writing; public administration; advertising; composition; mass communication or mass media; public relations techniques; or radio, television, and film production.

GG-0301-09: You must have one year of specialized experience equivalent to the grade 07 level in the Federal service. Specialized experience is work experience applying communication principles, methods, techniques for the development of campaigns OR work experience in editing technical material for targeted audience OR work experience interacting and dealing with the public including media, state, and local government officials, community, businesses, and organization program officers.

EDUCATION: Two full years of graduate education or master's degree directly related to the position that provided knowledge of broadcast journalism; print journalism; creative writing; public administration; advertising; composition; mass communication or mass media; public relations techniques; or radio, television, and film production.

GG-0301-11: You must have one year of specialized experience equivalent to the grade 09 level in the Federal service. Specialized experience is work experience applying analytical techniques and interpersonal relations in dealing effectively with targeted audience; and analyzing the views and opinions from organizations and developing recommendations for stimulating interest in activities.

EDUCATION: Three full years of graduate education or the Ph.D., directly related to the position that provided the knowledge of speech communication; broadcast journalism; creative writing; public administration; advertising; mass communication or mass media; public relations techniques; or radio, television, and film production.

GG-0301-12: You must have one year of specialized experience equivalent to the grade 11 level in the Federal service. Specialized experience is work experience conducting public affairs programs involving public information community relations activities and seeking cooperation; and presenting information to internal and external groups to inform them of program objectives, activities and gaining their cooperation; and (2) ability to present information to the public including media, state, and local government officials, community businesses, and organization program officers.

EDUCATION: No substitution of education for experience is permitted.

Specialized experience is defined as follows: Experience which has equipped the applicant with the particular knowledge, skills and abilities to perform successfully the duties of the position and which is typically in or related to the position to be filled. To be creditable, specialized experience must

have been at least equivalent to the next lower grade level.

SELECTIVE FACTOR:

Applicants must possess the following knowledge in order to perform the duties of this position.

Only applicants who show evidence of meeting the following factor will be considered for this position. If you do not meet this factor you will be disqualified. You must submit a separate, individual statement addressing the Selective Factor below giving examples of meeting this factor.

Knowledge and demonstrated experience working with minority and linguistic ethnic media.

How Will You Be Evaluated:

You will be evaluated to determine if you meet the minimum qualifications required; and on the extent to which your application shows that you possess the knowledge, skills, and abilities associated with this position as defined below.

When describing your knowledge, skills, and abilities, please be sure to give examples and explain how often you used these skills, the complexity of the knowledge you possessed, the level of the people you interacted with, the sensitivity of the issues you handled, etc.

Candidates will be evaluated on the extent and quality of their experience, education, and accomplishments as related to the following elements. To be considered, applicants must submit a separate, individual statement addressing each of the following:

1. Experience in developing and nurturing productive partnerships with Ethnic regional and local media outlets.
2. Experience in developing media materials to publicize a program through regional and local media outlets.
3. Experience in arranging and conducting press conferences, press briefings, editorial board meetings, and interviews with the media for the purpose of explaining and publicizing a program.

For further information on this vacancy you may contact Cesar Monzon at (617) 488-9004.

Benefits and Other Information

Benefits:

You may participate in the Federal Employees Health Benefits program, with costs shared with your employer. More info: <http://www.usajobs.gov/jobextrainfo.asp#FEHB>. Life insurance coverage is provided. More info: <http://www.usajobs.gov/jobextrainfo.asp#life> Long-Term Care Insurance is offered and carries into your retirement. More info: <http://www.usajobs.gov/jobextrainfo.asp#ltci> You will earn annual vacation leave. More info: <http://www.usajobs.gov/jobextrainfo.asp#VACA> You will earn sick leave. More info: <http://www.usajobs.gov/jobextrainfo.asp#SKLV> You will be paid for federal holidays that fall within your regularly scheduled tour of duty. More info: <http://www.usajobs.gov/jobextrainfo.asp#HOLI>

Other Information:

If you are not currently a Census Bureau employee you will be required to complete a Declaration for Federal Employment (OF-306) to determine your suitability for federal employment and to authorize a background investigation. Download the OF-306 by [clicking here](#), complete sections 1 through 16 and bring the form with you when called for an interview. You will be required to sign and certify the accuracy of all the information in your application (section 17) AT THE TIME OF INTERVIEW. If you make a false statement in any part of your application, you may not be hired; or you may be fired after you begin work; or you may be fined or jailed.

How to Apply

How to Apply:

You must submit your application so that it will be received by the closing date of the announcement.

Each applicant must submit a completed application for each grade level they wish to apply for, using the Optional Application for Federal Employment (OF-612), or a resume, listing your work duties and accomplishments relating to the job for which you are applying. If only one application is received, you will be considered only for the lowest grade. On a separate sheet you must submit a narrative statement responding to the knowledge, skills and abilities (KSAs) identified in the announcement. This information will be used to determine your eligibility and/or rating and is required.

The following information is needed to evaluate your qualifications and determine if you meet legal requirements for Federal employment. Failure to provide this information may result in loss of consideration.

- Recruiting Bulletin number, title, and lowest grade acceptable
- Full name, mailing address (including email and zip code), day and evening phone numbers (with area code).
- Social Security number
- Country of citizenship (this Federal job requires U.S. citizenship).
- Veteran's Preference – Applicants claiming 10-point veteran's preference MUST submit the SF-15, Application for 10-Point Veteran Preference, with the required proof (i.e., statement from the Department of Veterans Affairs) and the latest copy of the DD-214, Certificate of Release or Discharge from Active Duty. Applicants claiming 10-point preference who do not submit the required documentation will receive 5-point veteran's preference. Applicants claiming 5-point veteran's preference must submit a DD-214 to receive preference.
- Highest Federal civilian grade held (if applicable) If you are or have been a Federal employee, you will need to submit a copy of your last Notification of Personnel Action, Form SF-50, and your most recent or last performance appraisal.
- Highest education level achieved. Specify: name, city, state, zip code (if known), date or expected date (month/year) of completion of degree requirements, type of degree received, and graduate of foreign universities must include proof of foreign education equivalency to an accredited U.S. college/university.
- To qualify based on education, submit a copy of your college transcript, along with your application.

- Paid and non-paid work experience related to the position. For each work experience Include: job title, series/grade (if Federal employment), duties and accomplishments, employer's name and address, supervisor's name and address and phone number, starting and ending dates of employment (month and year), hours per week, salary, and indicate if we may contact your current supervisor/employer. Work Experience - paid or non-paid positions held related to the job for which you are applying (do not provide copies of job descriptions)

- Job-related: training courses (title and year), skills (e.g., other languages, typing speed, computer software/hardware, tools, etc.), certificates/licenses (current), and honors, awards, and special accomplishments (e.g., publications, memberships in professional societies, etc.).

- Use of any Government agency envelopes to file job application is a violation of Federal laws and regulations. Applications submitted in Government envelopes or via Government FAX machines will not be accepted.

Disabled veterans or any other applicants eligible for non-competitive appointments should specify their special eligibility on the application. Individuals with a disability may request reasonable accommodations by calling (617) 223-3650.

Submit all applications to the address listed below:

Your application must be mailed (USPS, DHL, UPS, FedEx, etc.) or faxed. This office will also accept applications by electronic mail (e-mail).

Contact Information:

David Souza
Phone: 617-223-3650
Fax: 617-223-3675
Internet: boston.rcc.personnel@census.gov

Or Write:
U.S. Census Bureau
One Beacon Street
7th Floor
Boston MA 02108
US

What to Expect Next:

Once your complete application is received we will conduct an evaluation of your qualifications and determine your ranking. The most highly qualified candidates will be referred to the hiring manager for further consideration and possible interview. We expect to make a selection when there is a sufficient pool of qualified applicants. You will be notified of the outcome.

[EEO Policy Statement](#)

The United States Government does not discriminate in employment on the basis of race, color, religion, sex, national origin, political affiliation, sexual orientation, marital status, disability, age, membership in an employee organization, or other non-merit factor.

[Reasonable Accommodation](#)

Federal agencies must provide reasonable accommodation to applicants with disabilities where appropriate. Applicants requiring reasonable accommodation for any part of the application and hiring process should contact the hiring agency directly. Determinations on requests for reasonable accommodation will be made on a case-by-case basis.

Veterans Information

Veterans who served on active duty in the U.S. Armed Forces and were separated under honorable conditions may be eligible for veterans' preference. For service beginning after October 15, 1976, the veteran must have served the required length of time and have a Campaign Badge, Expeditionary Medal, a service-connected disability, or have served in the Gulf War between August 2, 1990, and January 2, 1992.

The Veterans Employment Opportunity Act (VEOA) gives veterans access to job vacancies that might otherwise be closed to them. The law allows eligible veterans to compete for vacancies advertised under agency's promotion procedures when the agency is seeking applications from outside of its own workforce.

To claim veterans' preference, veterans should be ready to provide a copy of their DD-214, Certificate of Release or Discharge from Active Duty, or other proof. Veterans with service connected disability and others claiming 10 point preference will need to submit Form SF-15, Application for 10-point Veterans' Preference.

For more specifics on all veterans employment issues such as Veterans preference or special appointing authorities see the VetGuide.

Legal and Regulatory Guidance

Social Security Number - Your Social Security Number is requested under the authority of Executive Order 9397 to uniquely identify your records from those of other applicants who may have the same name. As allowed by law or Presidential directive, your Social Security Number is used to seek information about you from employers, schools, banks, and others who may know you. Failure to provide your Social Security Number on your application materials, will result in your application not being processed.

Privacy Act - Privacy Act Notice (PL 93-579): The information requested here is used to determine qualifications for employment and is authorized under Title 5 U.S.C. 3302 and 3361.

Signature - Before you are hired, you will be required to sign and certify the accuracy of the information in your application.

False Statements - If you make a false statement in any part of your application, you may not be hired; you may be fired after you begin work; or you may be subject to fine, imprisonment, or other disciplinary action.

Selective Service - If you are a male applicant born after December 31, 1959, you must certify that you have registered with the Selective Service System, or are exempt from having to do so under the Selective Service Law.